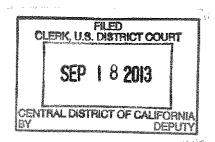
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Counsel for Plaintiff and the Proposed Class

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

KERRY WELSH, on behalf of himself and CASE NOS 8 9 9 DW (EX) all others similarly situated, CLASS ACTION COMPLAINT

Plaintiff,

1 minus

GOGO LLC,

Defendant.

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JURY TRIAL DEMANDED

Plaintiff Kerry Welsh ("Plaintiff"), on behalf of himself and all others similarly situated throughout the United States (the "Class," as further defined below), by and through his undersigned attorneys, hereby complains and alleges, upon his personal knowledge and the investigation of his counsel, as follows:

NATURE OF THE ACTION

- 1. This is a proposed class action against Gogo LLC ("Gogo" or "Defendant") for misleading consumers about recurring charges for its in-flight Internet service.
- 2. According to a recent report, thirty-eight percent of domestic flights in the United States, or 8,700 flights, now offer in-flight Internet (Wi-Fi) connectivity for travelers.¹
- 3. Gogo dominates that market, providing its in-flight Wi-Fi service on more than eighty percent of all Wi-Fi-enabled flights in North America.
- 4. Gogo recently had an initial public offering (IPO), in part to fund expansion of its in-flight Wi-Fi service to international flights. According to the New York Times, "the Gogo offering went off against the sobering reality that, so far, only a small number of passengers have been choosing to pay for [in-flight] Wi-Fi."²
- 5. To counteract that "sobering reality," Gogo unfairly and improperly increases its profits by misleading customers into purchasing a service that

¹ See Joe Sharkey, In-Flight Wi-Fi Still Costly, but More Available, N.Y. Times, June 24, 2013, available at http://www.nytimes.com/2013/06/25/business/in-flight-wi-fi-still-costly-but-more-available.html; Ben Mutzabaugh, Routehappy unveils report card for in-flight Wi-Fi, USA Today, June 25, 2013,

http://www.usatoday.com/story/todayinthesky/2013/06/25/routehappy-unveils-report-card-for-in-flight-wi-fi/2454565/.

² Sharkey, In-Flight Wi-Fi Still Costly, but More Available.

automatically charges a customer's credit card or other payment source on a recurring, monthly basis without notice.

- 6. Moreover, as detailed further below, Gogo presents customer account information on its website in a misleading manner that does not indicate the recurring charges.
- 7. In February 2011 and again in August 2011, Mr. Welsh subscribed to Gogo's in-flight Wi-Fi service based on a representation that he was signing up for the service for one month.
- 8. Mr. Welsh was charged for just one month in February 2011, but he incurred several hundreds of dollars in monthly charges from September 2011 through December 2012 that he did not authorize after he purchased a one-month package in August 2011. The charges to his credit card only stopped after he contacted Gogo to cancel the service, even though he had not authorized a recurring charge to his credit card.
- 9. Nor had Mr. Welsh received any form of monthly bill or other monthly communication notifying him that he would be charged each month.
- 10. When Mr. Welsh personally contacted Gogo himself and requested a refund for the service for the time periods he was charged and paid for the service but did not use it, but Gogo did not provide a full refund.
- 11. According to postings on the Internet, many customers have been duped into purchasing Gogo's service with a recurring charge, and attempts to receive full refunds have been unsuccessful.³

³ See, e.g., Comments to iPhone J.D., Review: Gogo Inflight Internet -- Wi-Fi on a plane, June 13, 2011, http://www.iphonejd.com/iphone_jd/2011/06/review-gogo-inflight-internet-wi-fi-on-a-plane.html (e.g., "They will charge your credit card every month, but they will not send you an email notice. Then, when you discover the charges one your credit card statement (three months later), they will make it a royal pain in the ass for you to cancel the service."); RipoffReport.com, GoGo

12. Mr. Welsh brings this action, on his own behalf and on behalf of a nationwide Class of Gogo customers, to seek redress for Gogo's unfair and unlawful practices described herein.

THE PARTIES

- 13. Plaintiff Kerry Welsh is a resident of Rancho Palos Verdes, California. As alleged herein, Mr. Welsh incurred monetary damages as a result of Gogo's misleading description of its service charges on or around August 2011, and Mr. Welsh was prevented from mitigating the damages in a timely manner as a result of Gogo's misleading description of its charges on Mr. Welsh's account webpage and the fact that Mr. Welsh received no communications from Gogo on a monthly basis notifying him of the recurring charges.
- 14. Defendant Gogo LLC, known as Aircell LLC until 2011, is an operating subsidiary of Gogo Inc., a public company. Gogo LLC is a Delaware company based in Itasca, Illinois, with an additional office in Broomfield, Colorado. Defendant provides in-flight Internet connectivity and wireless in-cabin digital-entertainment services, as well as voice-communication and video streaming services to travelers on various airlines. Defendant can be served via its registered agent C T Corporation System, located at 208 So. LaSalle St., Suite 814, Chicago, Illinois 60604. Defendant's business address is 1250 N. Arlington Heights Rd., Itasca, Illinois 60143.

Inflight Wifi Aircell Fooled by recurring charges, no statements, and a rejected refund request Itasca, Illinois, Nov. 28, 2012,

http://www.ripoffreport.com/r/GoGo-Inflight-Wifi/Itasca-Illinois-60143/GoGo-Inflight-Wifi-Aircell-Fooled-by-recurring-charges-no-statements-and-a-rejected-refu-975321 ("It took me four months before I noticed that my credit card had been

charged by Gogo for each of those months. I hadn't used the service let alone logged into the account since the first month. The worst part is that upon calling customer service, they could confirm that I had not used the service over that time,

yet we're unwilling to reconcile those charges for months with unused services.").

JURISDICTION AND VENUE

- 15. This Court has jurisdiction over the subject matter of this action by virtue of diversity of citizenship because Plaintiff is a citizen of California and Defendant is a citizen of Colorado, Delaware, and Illinois. Additionally, pursuant to the Class Action Fairness Act of 2005, 28 U.S.C. § 1332(d)(2) ("CAFA"), this Court has jurisdiction over all class actions where "any member of a class of plaintiffs is a citizen of a state different from any defendant and the aggregate amount in controversy exceeds \$5,000,000, exclusive of interest and costs." Because the proposed Class Plaintiff seeks to represent includes residents from all fifty states, the Class necessarily includes citizens from states other than the states Defendant is a citizen of.
- 16. This Court has personal jurisdiction over Defendant because the Defendant regularly conducts business in California, has sufficient minimum contacts with California, and otherwise intentionally avails itself of the laws and markets of California through the promotion, sale, marketing, and distribution of its products and services in California.
- 17. Venue is proper in this District by virtue of 28 U.S.C. § 1391. Defendant regularly conducts business in this District and purposely avails itself of the markets of this District through the promotion, sale, marketing, and distribution of its products and services to residents in this District. In light of the foregoing, personal jurisdiction over Defendant is proper pursuant to 28 U.S.C. § 1391(c) if this District was considered a separate state.

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ALLEGATIONS COMMON TO ALL CAUSES OF ACTION

- 18. Plaintiff purchased in-flight Internet service from Gogo on February 11, 2011, for \$39.95 in reliance on the representations on Gogo's registration website that he would be charged \$39.95 for a month of service. He was charged for just one month of service for this purchase.
- On August 7, 2011, Plaintiff again purchased in-flight Internet service 19. from Gogo for \$39.95 in reliance on the representations on Gogo's registration website that he would be charged \$39.95 for a month of service.
- The service could be used for up to 30 days on any airline. After the 20. 30 days ended on September 7, 2011, Gogo continued to bill Plaintiff's credit card \$39.95 every month until at least December 2012, even though Plaintiff did not use the service. Gogo obtained no signature or affirmative authorization to charge for recurring fees. Nor did Gogo send any form of communication to Plaintiff on a monthly basis, as is customary with monthly bills, to notify him of the pending charges that he would incur if he did not cancel his service.
- Similarly, every other Class member purchased in-flight Internet 21. service from Gogo prior to December 31, 2012, using a registration website that had representations about the monthly cost of the service but had no representations about the recurring nature of charges for the service.
- Defendant's website currently indicates that the charge for "monthly" 22. service will be recurring, but it did not do so in 2011. When potential customers registered for the service, the only representation regarding the price indicated the price per month - e.g., "\$39.95 per month."
- In contrast to the prominent representations on Gogo's registration 23. website regarding the price for the service, Defendant's representations omitted reference to the recurring nature of the charges.

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- Nor did Plaintiff or the other Class members have to affirmatively 24. indicate approval for Gogo to charge recurring charges - for example, by "checking a box" indicating their understanding that they would be charged every month until they cancelled the service.
- Indeed, Plaintiff and other Class members only received notice of the 25. recurring nature of the charges after registering for Gogo's service.

Plaintiff Was Harmed in the Identical Manner as the Class

- Plaintiff is in the same Class as all other customers of Gogo during the 26. relevant time period. Plaintiff inadvertently enrolled in a plan that recurrently charged his credit card without any authorization or proper disclosure. Plaintiff was never informed nor was he reimbursed for all of the recurring charges.
- Plaintiff incurred charges for a service he did not use, nor would have 27. used for each month he was charged for the service. Plaintiff would never have incurred these charges if Defendant had notified him of the payment scheme and requested authorization to continuously bill his credit card.

Gogo Benefits Greatly From Its Undisclosed And Unauthorized **Charges**

- Gogo possesses a strong ulterior motive to charge its customers' credit 28. and debit cards on a recurring basis because, upon information and belief, it generates thousands, if not millions, of dollars in revenue for services that are not redeemed.
- 29. Moreover, the in-flight Internet service is often used by executives and business travelers who do not personally review company and work-related expenses. For this reason, these charges may go undetected for months, or even years, particularly given the obscure manner in which Defendant's website displays account information. Because Gogo's customers may get charged

indefinitely for their services, and because Gogo does not offer full refunds to those who notice the fraudulent billing in time, the injury is substantial.

CLASS ACTION ALLEGATIONS

- 30. Plaintiff brings this action on behalf of himself and a proposed class (the "Class") consisting of all others similarly situated. The Class Plaintiff seeks to represent is defined as including all people residing in the United States who, at any time between July 25, 2009, and December 31, 2012 (the "Class Period"), incurred monthly fees for Gogo in-flight Internet service for months that the customers did not use the service. Excluded from the Class are Defendant, any entity in which Defendant has a controlling interest, any officers or directors of Defendant, and the legal representatives, heirs, successors, and assigns of Defendant.
- 31. Plaintiff also brings this action on behalf of a proposed subclass (the "California Sub-Class") consisting of all other similarly situated California residents. The California Sub-Class is defined as including all California residents who, at any time between July 25, 2009, and December 31, 2012, incurred monthly fees for Gogo in-flight Internet service for months that the customers did not use the service. Excluded from the California Sub-Class are Defendant, any entity in which Defendant has a controlling interest, any officers or directors of Defendant, and the legal representatives, heirs, successors, and assigns of Defendant.
- 32. Plaintiff brings this action pursuant to Rule 23(b)(2) and (b)(3) of the Federal Rules of Civil Procedure.
- 33. <u>Numerosity of the Class; Fed. R. Civ. P. 23(a)(1)</u>: The size of the Class is so large that joinder of all Class members is impracticable. Class members number in the thousands. The precise number of Class members and their addresses are unknown to Plaintiff but can be obtained from Defendant's records.

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Class members can be notified of the pendency of this action by mail, supplemented by published notice if necessary.

- 34. Existence and Predominance of Common Questions of Fact and Law; Fed. R. Civ. P. 23(a)(2), (b)(3): There are questions of law and fact common to the Class. These questions predominate over any questions affecting only individual Class members. These common legal and factual questions include:
 - a. whether Defendant's practices described herein constituted unlawful, unfair, or fraudulent business practices in violation of California Civil Code § 1750 et seq. and/or California Business and Professions Code § 17200 et seq.;
 - b. whether Defendant's practices described herein constituted false advertising in violation of California Civil Code § 1750 et seq., California Business and Professions Code § 17200 et seq., and/or California Business and Professions Code § 17500 et seq.; and
 - c. whether Defendant properly disclosed that monthly charges would be recurring for its in-flight Internet service.
- 35. Typicality; Fed. R. Civ. P. 23(a)(3): Plaintiff's claims are typical of the Class because Plaintiff's credit card had been charged without his knowledge or prior authorization for an ongoing, recurring service of which he did not avail himself.
- Adequacy; Fed. R. Civ. P. 23(a)(4): Plaintiff is an adequate 36. representative of the Class because his interests do not conflict with the interests of the Class. Plaintiff will prosecute this action vigorously and is highly motivated to seek redress against Defendant on behalf of himself and all other Class members. Plaintiff has selected counsel that is experienced in class actions. The interests of the Class will be fairly and adequately protected by Plaintiff and his counsel.

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- 37. Superiority; Fed. R. Civ. P. 23(b)(3): The class action mechanism is superior to other available means for the fair and efficient adjudication of this controversy.
 - a. The damages suffered by individual Class members are small compared to the burden and expense of individual prosecution of the complex and extensive litigation needed to address Defendant's conduct.
 - b. Further, it would be virtually impossible for the Class members individually to redress effectively the wrongs done to them. Even if Class members themselves could afford such individual litigation, the court system could not. Individualized litigation would unnecessarily increase the delay and expense to all parties and to the court system and presents a potential for inconsistent or contradictory rulings and judgments. By contrast, the class action device presents far fewer management difficulties, allows the hearing of claims which might otherwise go unaddressed because of the relative expense of bringing individual lawsuits, and provides the benefits of single adjudication, economies of scale, and comprehensive supervision by a single court.
 - c. The prosecution of separate actions by the individual members of the Class would create a risk of inconsistent or varying adjudications with respect to individual Class members, which would establish incompatible standards of conduct for Defendant.
 - d. The prosecution of separate actions by individual Class members would create a risk of adjudications with respect to them which would, as a practical matter, be dispositive of the interests of other Class members not parties to the adjudications, or would

s	substantively	impair or	impede	their	ability	to j	protect	their
i	nterests.							
e.]	Plaintiff is un	aware of an	ny other l	litigatio	on or cla	ass a	ction al	ready
p	ending agains	st Defendan	t for the o	conduc	t compl	ained	of here	in.
38. Not i	ice - Plaintiff	and their co	unsel ant	icipate	that not	tice to	o the	
proposed class w	ill be effectua	ted by thro	ıgh direct	t notice	e both th	roug	h electr	onic
mail and U.S. ma	iil.							
	<u>C</u>	CAUSES O	F ACTIO	<u>N</u>				
	FIR:	ST CAUSE	OF AC	<u> FION</u>				
(Viola	tion of Califo	rnia's Con	sumers l	Legal 1	Remedi	es Ac	et,	
	Cal.	Civ. Code	§ 1750 et	t seq.)				
	(on behal	f of the Ca	lifornia S	Sub-Cl	lase)			

- 39. Plaintiff incorporates by reference and realleges all paragraphs previously alleged herein.
- 40. Defendant provides "services" within the meaning of Cal. Civ. Code §§ 1761(b) and 1770.
- 41. Defendant is a "person" within the meaning of Cal. Civ. Code §§ 1761(c) and 1770.
- 42. Purchasers of Defendant's service, including Plaintiff and the other members of the California Sub-Class, are "consumers" within the meaning of Cal. Civ. Code §§ 1761(d) and 1770.
- 43. Plaintiff and each and every purchase of Defendant's service by members of the California Sub-Class constituted a "transaction" within the meaning of Cal. Civ. Code §§ 1761(e) and 1770.
- 44. The policies, acts, and practices of Defendant as described above were intended to result in the sale of services to Plaintiff and members of the California

Sub-Class. These actions violated, and continue to violate, the California Consumers Legal Remedies Act in at least the following aspects:

- a. in violation of Cal. Civ. Code § 1770(a)(4), Defendant made deceptive representations in connection with the service in question;
- b. in violation of Cal. Civ. Code § 1770(a)(5), Defendant represented that its service has characteristics, uses, or benefits which it did not have;
- c. in violation of Cal. Civ. Code § 1770(a)(9), Defendant advertised its service with the intent not to sell it as advertised;
- d. in violation of Cal. Civ. Code § 1770(a)(14), Defendant represented that its service conferred or involved rights, remedies, or obligations which it did not have, or which were prohibited by law; and
- e. in violation of Cal. Civ. Code § 1770(a)(19), Defendant attempted to insert unconscionable provisions into contracts between it and Plaintiff and between it and the other members of the California Sub-Class.
- 45. Through its advertising and promotional materials, Gogo made misrepresentations to consumers, and engaged in omissions, that were material to all reasonable consumers who accessed, or contemplated accessing, Gogo's inflight Internet service. These and similar misrepresentations were broadly disseminated to all members of the California Sub-Class in substantially the same form via Gogo's website and other advertising and marketing materials.
- 46. Plaintiff and the other members of the California Sub-Class suffered harm as a result of Defendant's misrepresentations and omissions, which caused Plaintiff and the other members of the California Sub-Class to unwittingly lose

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funds. As a direct result of these transactions, Plaintiff and the other members of the California Sub-Class Class have incurred monthly charges believed to amount to over five million dollars in the aggregate.

- 47. In accordance with Cal. Civ. Code § 1782(a), Plaintiff, through his undersigned counsel, sent a notice letter to Gogo via certified mail on Wednesday, July 24, 2013, demanding, *inter alia*, that Gogo provide correction and remedy to Plaintiff and all consumers similarly situated with regard to the practices alleged herein to be in violation of § 1770.
- 48. Despite demand therefore, Defendant has failed to offer an appropriate correction and remedy for each of the issues raised herein. Therefore, Plaintiff brings this action pursuant to Cal. Civ. Code §§ 1780 and 1781 and seeks restitution, and compensatory and punitive damages.
- 49. Furthermore, the above-described acts and practices committed by Defendant are in violation of Cal. Civ. Code §§ 1780(b) and 3345, entitling members of the California Sub-Class to damages and/or \$5,000 per person, to the extent that such members are senior citizens within the meaning of Cal. Civ. Code § 1761(f).

SECOND CAUSE OF ACTION

(Violation of California's Unfair Competition Law, Cal. Bus. & Prof. Code § 17200 et seq.) (on behalf of the California Sub-Class)

- 50. Plaintiff incorporates by reference and realleges all paragraphs previously alleged herein.
- 51. Defendant's acts and practices as described herein constitute unlawful, fraudulent, and/or unfair business acts and practices in that:
 - a. Defendant's practices, as described herein, violated each of the statutes set forth in this complaint;

b.	the justification for Defendant's conduct was outweighed by the
	gravity of the consequences to Plaintiff and the other members of
	the California Sub-Class;

- c. Defendant's conduct was immoral, unethical, oppressive, unscrupulous, or substantially injurious to Plaintiff and the other members of the California Sub-Class; and/or
- d. Defendant's conduct, advertising, and written and oral promotional materials constituted fraudulent, untrue, or misleading advertising in that such conduct or advertising had a tendency to deceive Plaintiff and the other members of the California Sub-Class.
- 52. Such conduct violates Cal. Bus. & Prof. Code § 17200 et seq. (as well as other similar state unfair competition and unlawful business practices statutes).
- 53. Defendant's unlawful, fraudulent, and/or unfair business acts and practices are described herein and include, but are not limited to, the following: (1) making or omitting materially false and misleading statements concerning Gogo's in-flight Internet service and (2) causing increased harm to customers who register for in Gogo's in-flight Internet service through all related fees, charges, and other expenses.
- 54. Plaintiff has suffered injury in fact and has lost money or property as a result of the unlawful, fraudulent, and/or unfair business acts described herein.
- 55. Pursuant to Cal. Bus. & Prof. Code §§ 17200, 17203, and 17204, Plaintiff seeks relief, on his behalf and on behalf of the California Sub-Class, as prayed for below.

THIRD CAUSE OF ACTION

(False Advertising in violation of

California's False Advertising Law, Cal. Bus. & Prof. Code § 17500 et seq.)

(on behalf of the California Sub-Class)

	56.	Plaintiff	incorporates	by	reference	and	realleges	all	paragraphs
previ	ously a	alleged her	ein.						

- 57. Gogo's registration website, as well as Gogo's other written and oral promotional materials and efforts constitute advertising disseminated by Defendant, which advertising contained statements which are untrue and/or misleading, or which omitted material information, and which are known, or by the exercise of reasonable care should have been known, to be deceptive, untrue, or misleading by Defendant in violation of Cal. Bus. & Prof. Code § 17500 et seq. (as well as other similar state false advertising statutes).
- 58. Pursuant to Cal. Bus. & Prof. Code §§ 17200, 17203, 17204, and 17500, Plaintiff seeks relief, on his behalf and on behalf of the California Sub-Class, as prayed for below.

FOURTH CAUSE OF ACTION

(Breach of the Implied Covenant of Good Faith and Fair Dealing)

- 59. Plaintiff incorporates by reference and realleges all paragraphs previously alleged herein.
- 60. Implicit within any agreement that Plaintiff and the other Class members may have entered into with respect to the service described herein is a covenant by Defendant to act in good faith and deal fairly with Plaintiff and the other Class members.
- 61. Defendant breached this implied covenant of good faith and fair dealing by intentionally, knowingly, willfully, unreasonably, recklessly, arbitrarily, frivolously, and/or maliciously:
 - a. promoting Gogo's in-flight Internet service but omitting the payment scheme from the materials available to customers at the time of initial purchase;

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- b. refusing to offer full refunds to customers who were charged on a recurring basis without their authorization; and
- c. for such other conduct to be disclosed in discovery.
- 62. As a result of Defendant's conduct as described herein, Plaintiff and the other Class members have suffered loss and damage.

FIFTH CAUSE OF ACTION

(Violation of Various Consumer Protection Acts)

- 63. Plaintiff incorporates by reference and realleges all paragraphs previously alleged herein.
- 64. Plaintiff brings his statutory fraud claims pursuant to the substantially similar Consumer Fraud Acts of all United States, all of which were enacted and designed to protect consumers against unlawful, fraudulent, and/or unfair business acts and practices. See, e.g., Illinois' Consumer Fraud and Deceptive Business Practices Act, 815 Ill. Comp. Stat. 505/1 et seq. (the "Illinois Consumer Fraud Act").4

⁴ See also Ala. Code § 8-19-1 et seq. (Alabama); Alaska Stat. § 45.50.471 et seq. (Alaska); Ariz. Rev. Stat. Ann. § 44-1521 et seq. (Arizona); Ark. Code Ann. § 4-88-101 et seq. (Arkansas); Colo. Rev. Stat. § 6-1-105 et seq. (Colorado); Conn. Gen. Stat. § 42-110a (Connecticut); Del. Code Ann. Tit. 6, § 2511 et seq. (Delaware); D.C. Code Ann. § 28-3901 et seq. (District of Columbia); Fla. Stat. Ann, § 501.201 et seq. (Florida); Ga. Code Ann. § 10-1-390 et seq. (Georgia); Haw. Rev. Stat. § 481A-1 et seq. and Haw. Rev. Stat. § 480-1 et seq. (Hawaii); Idaho Code § 48-601 et seq. (Idaho); Kan. Stat. Ann § 50.623 et seq. (Kansas); Ky. Rev. Stat. § 367.11.0 et seq. (Kentucky); La. Rev. Stat. Ann. § 51:1401 et seq. (Louisiana); Me. Rev. Stat. Ann. Tit. 5, § 205-A et seq. (Maine); Md. Com. Law Code Ann. § 13-101 et seq., Md. Corn. Law Code Ann. § 13-301 et seq., Md. Corn Law Code Ann, § 13-408 et seq. (Maryland); Mass Gen. L. ch. 93A (Massachusetts); Mich. Stat. Ann. § 445.901 et seq., Mich. Stat. Ann. § 19.418(1) et seq. (Michigan); Minn. Stat. § 325F.68 et seq., Minn. Stat. § 8.31 (Minnesota); Miss. Code Ann. § 75-24-3 et seq. (Mississippi); Mo. Rev. Stat. § 407.010 et seq. (Missouri); Mont. Code Ann. § 30- 14-101 et seq. (Montana); Neb. Rev. Stat.§ 59-1601 et seq. (Nebraska); Nev. Rev. Stat. § 41.600 and Nev. Rev. Stat. § 598.0903

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65. Section 2 of the Illinois Consumer Fraud Act provides, in pertinent part:

Unfair methods of competition and unfair or deceptive acts or practices, including but not limited to the use of or employment of any deceptive, fraud, false pretense, false promise. misrepresentation or the concealment. suppression or omission of any material fact, with intent that others rely upon the concealment, suppression or omission of such material fact, or the use of employment of any practice described in Section 2 of the "Uniform Deceptive Trade Practices Act," approved August 5, 1965, in the conduct of any trade or commerce are hereby declared unlawful whether any person has in fact been misled, deceived or damaged thereby, In construing this section consideration shall be given to the interpretations of the Federal Trade Commission and the federal courts relating to Section 5(a) of the Federal Trade Commission Act.

815 III. Comp. Stat. 505/2 (footnotes omitted).

et seq. (Nevada); N.H. Rev. Stat. Ann. § 358:1 et seq. (New Hampshire); N.J. Rev. Stat. § 56:8-1 et seq., N.J. Rev. Stat. § 56:12-1 et seq. (New Jersey); N.M. Stat. Ann. § 57-1.2-1 et seq. (New Mexico); N.Y. Gen. Bus. Law. § 349 et seq. (New York); N.C. Gen. Stat. § 75-1 et seq. (North Carolina); N. D. Cent. Code § 51-15-01 et seq. (North Dakota); Ohio Rev. Code Ann. § 1345.01 et seq. (Ohio); Okla. Stat. Tit. 15, § 751 et seq. (Oklahoma); Ore. Rev. Stat. § 646.605 et seq. (Oregon); Penn. Stat. § 201-1 et seq. (Pennsylvania); Laws of P. R. Ann. Tit. 10, § 259 et seq. (Puerto Rico); R.I. Gen. Laws § 6-13.1:1 et seq. (Rhode Island); S.C. Code Ann. 39-5-10 et seq. (South Carolina); S.D. Codified Laws Ann. 37-24.1 et seq. (South Dakota); Tenn. Code Ann. § 47-18-101 et seq. (Tennessee); Tex. Bus. & Comm. Code Ann. § 17.41 et seq. (Texas); Vt. Stat. Ann. Tit. 9, § 2451 et seq. (Vermont); Va. Code Ann. § 59.1-196 et seq. (Virginia); Wash. Rev. Code § 19.86.010 et seq. (Washington); W.Va. Code § 46A-6-101 et seq. (West Virginia); and Wyo. Stat. § 40;12-101 et seq. (Wyoming). These consumer protection acts are modeled after the FTC's consumer protection provisions and are collectively referred to herein, along with Illinois' and California's consumer protection statutes, as the "Consumer Acts."

66. Plaintiff and the other members of the Class have standing to assert
claims under the Consumer Acts because they are consumers within the meaning
of the Consumer Acts and Defendant's practices were addressed to the market
generally and otherwise implicate consumer protection concerns. At all relevant
times, Defendant conducted "trade and commerce" within the meaning of the
Consumer Acts. See, e.g., 815 Ill. Comp. Stat. 505/1(f).

- 67. Defendant has committed unlawful, fraudulent, and/or unfair business acts and practices by engaging in the acts and practices alleged herein including, but not limited to, failing to disclose that it would charge consumers for its in-flight Internet service on a monthly basis until cancellation.
- 68. Defendant intended that Plaintiff and the other Class members would rely on the unlawful, fraudulent, and/or unfair business acts and practices alleged herein so that they would purchase Gogo's in-flight Internet service.
- 69. Defendant's actions, which were willful and wanton, constitute intentional violations of the Consumer Acts.
- 70. Defendant's unlawful, fraudulent, and/or unfair business acts and practices described herein are continuing in nature and are widespread practices. Plaintiff and the other members of the Class have been damaged as a proximate result of Defendant's course of conduct and its violations of the Consumer Acts because they paid for a service that they did not intend to pay for and did not use, and the fees they were charged for that service were not properly disclosed.
- 71. Plaintiff and Class members respectfully request an award of all compensable damages, and attorneys' fees, costs, and expenses to be assessed against Defendant, within the limits set forth by applicable law.
 - 72. Therefore, Plaintiff prays for relief as set forth below.

SIXTH CAUSE OF ACTION

(Unjust Enrichment)

- 73. Plaintiff incorporates by reference and realleges all paragraphs previously alleged herein.
- 74. By selling its in-flight Internet service through unfair and deceptive practices, Defendant has engaged in inequitable conduct and has received a benefit at the expense of consumers, including Plaintiff and the other Class members.
- 75. At the time of their purchase of the Gogo service, Plaintiff and the other Class members conferred a benefit -i.e., money and substantial revenue on Defendant.
- 76. For the reasons described herein, the profits and/or benefits obtained by Gogo through sales of its in-flight Internet service are to the determent of Plaintiff and the other Class members and violate the fundamental principles of justice, equity, and good conscience.
- 77. Such benefits constitute unjust enrichment for Defendant, and it would be inequitable under the circumstances for it to retain the benefits received.
 - 78. Therefore, Plaintiff prays for relief as set forth below.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff, on his own behalf and on behalf of the Class, prays for relief as follows:

- A. for an order certifying the Class and the California Sub-Class and appointing Plaintiff and his counsel to represent the Class and the California Sub-Class;
- B. for an order awarding Plaintiff and the other Class members actual and compensatory damages in an amount which will be proven at trial;
- C. for an order awarding Plaintiff the Class restitution and/or disgorgement and other equitable relief as the Court deems proper;

D.	for an order	awarding	Plaintiff	and	the	Class	punitive	damages	as	to
the appropri	iate cause;									

E. For an order awarding such other and further relief as this Court may deem just and proper.

WELSH V. GOGO LLC CLASS ACTION COMPLAINT

DEMAND FOR JURY TRIAL Plaintiff hereby demands a trial by jury of all claims set forth above. REESE RICHMAN LLP, 875 AVENUE OF THE AMERICAS 18"" FLOOR, NEW YORK, NEW YORK 10001 Dated: September 17, 2013 Respectfully submitted, Michael R. Reese mreese@reeserichman.com REESE RICHMAN LLP 875 Ave. of the Americas, 18th Flr. New York, New York 10001 Telephone: (212) 643-0500 Facsimile: (212) 253-4272 Counsel for Plaintiff WELSH V. GOGO LLC

CLASS ACTION COMPLAINT

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES JUDGES

This case has been assigned to I	istrict Judge	Otis D. Wri	ght II	_ and the assigned
Magistrate Judge is Charle.	s F. Eick .			
The case number on al	documents filed with t	he Court shou	ıld read as follo	ows:
	2:13CV6899 OD	W Ex		
Pursuant to General Order 05-0 California, the Magistrate Judge has bee				District of
All discovery related motions sh	ould be noticed on the	calendar of the	e Magistrate Ju	dge.
		Clerk, U. S. D	istrict Court	
September 18, 2013		By J.Prado		
Date		Deputy Cl	erk	
	NOTICE TO COU	NSEL		
A copy of this notice must be served with filed, a copy of this notice must be served		laint on all de	fendants (if a r	emoval action is
Subsequent documents must be filed a	t the following location	1:		
Western Division 312 N. Spring Street, G-8 Los Angeles, CA 90012	Southern Division 411 West Fourth St., Ste Santa Ana, CA 92701	1053	Eastern Division 3470 Twelfth S Riverside, CA	Street, Room 134
Failure to file at the proper location wi	ll result in your docum	ients being re	turned to you.	

AO 440 (Rev. 12/09) Summons in a Civil Action

SEP 1 8 2013

Date:

UNITED STATES DISTRICT COURT

for the

Central District	t of California
KERRY WELSH, on behalf of himself and all others similarly situated, Plaintiff v. GOGO LLC Defendant	CV13-6899 WW (EX) Civil Action No.
SUMMONS IN A	CIVIL ACTION
To: (Defendant's name and address) Gogo LLC clo CT Corporation System 208 So. LaSalle St., Suite 814 Chicago, Illinois 60604	1,
A lawsuit has been filed against you. Within 21 days after service of this summons on your are the United States or a United States agency, or an officer of P. 12 (a)(2) or (3) — you must serve on the plaintiff an answer the Federal Rules of Civil Procedure. The answer or motion is whose name and address are: REESE RICHMAN LLP 875 Avenue of Americas 1808 New York, NY 10001	or to the attached complaint or a motion under Rule 12 of must be served on the plaintiff or plaintiff's attorney,
If you fail to respond, judgment by default will be ent You also must file your answer or motion with the court.	ered against you for the relief demanded in the complaint.

CLERK OF COURT

Signature of Clerk as Deputy Clerk

AO 440 ((Rev. 12/09)	Summons in	a Civil Action	(Page 7)
	INCT. (2/07)	PRIMITING HE	a CIVII MEDUI	11.056.7

Civil Action No.

PROOF OF SERVICE

	hould not be filed with the cour		
This summons for (nan	ne of individual and title, if any)		
ceived by me on (date)	•		
☐ I personally served	the summons on the individual a	t (nima)	
E i personany served	the summons on the morridual a	on (date)	; or
			, 01
	at the individual's residence or u		
		of suitable age and discretion who resid the individual's last known address; or	es there,
		he hidroidual's fast known address, or	
☐ I served the summo			, who
designated by law to a	ecept service of process on beha	lf of (name of organization)	
		on (date)	; or
☐ I returned the summ	ions unexecuted because		;
☐ Other (specify):			
My fees are \$	for travel and \$	for services, for a total of \$	0.00
I declare under penalty	of perjury that this information	is true.	

		Server's signature	
		Printed name and title	
		Server's address	

Additional information regarding attempted service, etc:

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I. (a) PLAINTIFFS (Ch	neck box if you are rep	resenting yourself [])	DEFENDANTS	(Check box if you are re	unresenting vourself []			
KERRY WELSH, on behalf of		* '	Gogo LLC	, and the property of the prop				
(1-)								
(b) Attorneys (Firm Nam are representing yoursel Reese Richman LLP 875 Avenue of Americas 18 New York, NY 10001	f, provide same inform	one Number, If you nation.)	(b) Attorneys (Firr are representing)	n Name, Address and Telep ourself, provide same info	phone Number. If you rmation.)			
II. BASIS OF JURISDIO	CTION (Place an X in a	one box only.)	III. CITIZENSHIP OF PI (Place an X in one bo	RINCIPAL PARTIES-For E ox for plaintiff and one for c	Diversity Cases Only Defendant)			
1. U.S. Government Plaintiff	L.	nt Not a Party)	Citizen of This State	TF DEF Incorporated o	r Principal Place TF DEF his State PTF 4 4 4			
2. U.S. Government Defendant	4. Diversity of Parties in	(Indicate Citizenship	Citizen or Subject of a Foreign Country	2 2 Incorporated a of Business in A 3 5 Foreign Nation				
IV. ORIGIN (Place an X	in one how only \	·						
	Removed from State Court	3. Remanded from Appellate Court		ansferred from Another	, Multi- District Itigation			
V. REQUESTED IN CO	MPLAINT: JURY DE	MAND: 🗙 Yes 🗌	No (Check "Yes" o	inly if demanded in com	plaint.)			
CLASS ACTION under	F.R.Cv.P. 23:	Yes □ No	☑ MONEY DEMA	ANDED IN COMPLAINT:	. , .e.			
VI. CAUSE OF ACTION	(Cite the U.S. Civil Statu 1750 , et seg. (Consume	te under which you are filir	ng and write a brief stateme	nt of cause. Do not also found de	ctional statutes unless diversity.) v), and Cal. Bus. & Prof. Code §			
VII. NATURE OF SUIT	(Place an X in one be	ox on(v)						
OTHER STATUTES	CONTRACT	-	el control	1				
375 False Claims Act	1 110 Insurance	REAL PROPERTY CONT. 240 Torts to Land	10 10 10 10 10 10 10 10 10 10 10 10 10 1	PRISONER PETITIONS	PROPERTY RIGHTS			
400 State	120 Marine	245 Tort Product	462 Naturalization Application	Habeas Corpus: 463 Alien Detainee	820 Copyrights 830 Patent			
Reapportionment 10 Antitrust	130 Miller Act	Liability 290 All Other Real	465 Other Immigration Actions	510 Motions to Vacate Sentence	840 Trademark			
430 Banks and Banking		Property	TORTS	530 General	SOCIAL SECURITY			
450 Commerce/ICC	Instrument 150 Recovery of	TORTS PERSONAL PROPERTY	PERSONAL PROPERTY	535 Death Penalty	861 HIA (1395ff)			
Rates/Etc.	Overpayment &	310 Airplane	370 Other Fraud	Other:	862 Black Lung (923)			
460 Deportation	Enforcement of Judgment	315 Airplane Product Liability	371 Truth in Lending	540 Mandamus/Other	863 DIWC/DIWW (405 (g))			
470 Racketeer Influenced & Corrupt Org.	151 Medicare Act	320 Assault, Libel &	380 Other Personal Property Damage	550 Civil Rights 555 Prison Condition	864 SSID Title XVI			
480 Consumer Credit	152 Recovery of	Slander 330 Fed. Employers'	385 Property Damage	560 Civil Detainee	865 RSI (405 (g))			
490 Cable/Sat TV	Defaulted Student Loan (Excl. Vet.)	Liability	BANKRUPTCY	Conditions of Confinement	FEDERAL TAX SUITS			
850 Securities/Com- modities/Exchange	153 Recovery of	340 Marine 345 Marine Product	422 Appeal 28	FORFEITURE/PENALTY	B70 Taxes (U.S. Plaintiff or Defendant)			
890 Other Statutory Actions	Overpayment of Vet. Benefits	Liability 350 Motor Vehicle	USC 158 423 Withdrawal 28	625 Drug Related Seizure of Property 21	871 IRS-Third Party 26 USC 7609			
891 Agricultural Acts	160 Stockholders' Suits	355 Motor Vehicle	USC 157	USC 881 690 Other				
893 Environmental	190 Other	Product Liability 360 Other Personal	440 Other Civil Rights	LABOR				
☐ Matters ☐ 895 Freedom of Info.	Contract 195 Contract	└- Injury	441 Voting	710 Fair Labor Standards				
□ Act	Product Liability	362 Personal Injury- Med Malpratice	442 Employment	720 Labor/Mgmt.				
896 Arbitration	196 Franchise	365 Personal Injury- Product Liability	443 Housing/ Accomodations	- Relations				
899 Admin. Procedures	REAL PROPERTY	367 Health Care/	445 American with	740 Railway Labor Act				
 Act/Review of Appeal of Agency Decision 	210 Land Condemnation	Pharmaceutical Personal Injury	Disabilities- Employment	Leave Act				
950 Constitutionality of	220 Foreclosure	Product Liability 368 Asbestos	446 American with Disabilities-Other	790 Other Labor				
State Statutes	230 Rent Lease & Ejectment	Personal Injury Product Liability	448 Education	791 Employee Ret. Inc. Security Act				
FOR OFFICE USE ONLY:	Case Number:	CV.	13-689	19				
CV-71 (09/13)		CIVI	L COVER SHEET	-52"	Page 1 of 3			

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII. VENUE: Your answers to the questions below will determine the division of the Court to which this case will most likely be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

Question A: Was this case removed from	STATE	CE WAC DENIDING I	THECOL	NTV AF.	INTE	CAL DIMETON IN CA	CO IC.	
state court?	STATECA	ASE WAS PENDING I	· IMECUC	NIYOF:	INITIAL DIVISION IN CACD IS:			
Yes 🗷 No	Los Angeles	240			Western			
If "no," go to Question B. If "yes," check the box to the right that applies, enter the	Ventura, Santa Barb	ara, or San Luis Obis	ро			Western		
corresponding division in response to	☐ Orange					Southern		
Question D, below, and skip to Section IX.	Riverside or San Ber	nardino				Eastern		
	,							
its agencies or employees, a party to this			gencies o	employees, is a party, is it:		15 11/29	.	
action?	A PLAIN	rIFF?		A DEFENDANT?		INITI. DIVISIO	NIN	
☐ Yes 🗷 No	Then check the box belo			check the box below for the co		CACD	·IS:	
if "no " as to Ousetian (" If "use " chack the	which the majority of Los Angeles	DEFENDANTS reside.		ich the majority of PLAINTIFFS Angeles	reside.	West	250	
If "no, " go to Question C. If "yes," check the box to the right that applies, enter the	Ventura, Santa Barb	ara, or San Luis	Var	Angeles Itura, Santa Barbara, or San	Luis			
corresponding division in response to Question D, below, and skip to Section IX.	Obispo		LJ Ob	spo	······································	West		
	Orange		╀	inge		South	ern 	
Riverside or San Bernardino			Riv	erside or San Bernardino		Easte	ern	
	Other		Otl	er		West	ern	
	V. B.	Control of the Contro		D,		E.	F.	
	ngeles Ventura, Santa B Inty San Luis Obispo		County	Riverside or San Bernardino Counties		de the Central ct of California	Other	
Indicate the location in which a		· · · · · · · · · · · · · · · · · · ·	o sobalocalis		- [222-14], 60 (100)		П	
Indicate the location in which a		7	7					
majority of defendants reside:					X			
majority of claims arose:								
						1900394094009111401101101101111111	The art of a value of tables	
C.1. Is either of the following true? If so, c	neck the one that applie	is; C.2, i		the following true? If so	, check thi	e one that applies:		
h			2 or more answers in Column D					
only 1 answer in Column C and no	answers in Column D		only 1 answer in Column D and no answers in Column C					
Your case will initially be SOUTHERN DIV			Your case will initially be assigned to the EASTERN DIVISION.					
Enter "Southern" in response t			Enter "Eastern" in response to Question D, below.					
If none applies, answer quest	tion C2 to the right.	→		If none applies, go	to the box	below.		
	You	r case will initially b	e assigned	to the				
	Enter "W	WESTERN DIV estern" in response		on D below,				
		-		***************************************				
Question D: Initial Division?		terregravnes vestesees	ang panganan	INITIAL DIVIS	UON IN CA	Chwestalasa		
Enter the initial division determined by Quest	tion A. B. or C. ahours							
Errier the mittal division determined by Quest	uoren, e, or C 200ve:		Western					

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UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

IX	(a). IDENTICAL CAS	ES: Has this act	ion been previously filed in this court and dismissed, remanded or closed?	X NO	YES
	If yes, list case numb	oer(s):			
X	(b). RELATED CASES	5: Have any case	es been previously filed in this court that are related to the present case?	⋈ NO	YES
	If yes, list case numb	per(s):			
	Civil cases are deemed r	elated if a previo	usly filed case and the present case:		
	(Check all boxes that appl	y) 🔲 A. Arise f	rom the same or closely related transactions, happenings, or events; or		
		B. Call for	r determination of the same or substantially related or similar questions of law and fac	; or	
		C. For atl	her reasons would entail substantial duplication of labor if heard by different judges; o	r.	
		D. Involv	e the same patent, trademark or copyright <u>, and</u> one of the factors identified above in a	, b or c also is pre	sent.
otł bu	ier papers as required by l	law. This form, apple Court for the pu	Civil Cover Sheet and the information contained herein neither replace nor supplemen proved by the Judicial Conference of the United States in September 1974, is required rpose of statistics, venue and initiating the civil docket sheet. (For more detailed instru- ity Cases:	oursuant to Local	Rule 3-1 is not filed
	Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action		
	861	HIA	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social include claims by hospitals, skilled nursing facilities, etc., for certification as provider (42 U.S.C. 1935FF(b))	I Security Act, as a s of services unde	amended. Also, or the program.
	862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine He 923)	aith and Safety Ad	t of 1969. (30 U.S.C.
	863		AD 4.5 PK T4 T	a Social Socurity	Act as amonded this
	003	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))	e social security	Act, as amended, plus
	863	DIWC	All claims filed by insured workers for disability insurance benefits under little 2 of the all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g)) All claims filed for widows or widowers insurance benefits based on disability under amended, (42 U.S.C. 405 (g))	•	
			all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g)) All claims filed for widows or widowers insurance benefits based on disability under	Title 2 of the Soc	ial Security Act, as

CV-71 (09/13) CIVIL COVER SHEET

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